

# LIBRARY SERVICES

## MISSION STATEMENT

The mission of The Burbank Public Library is to provide access to information, recreation and education through a variety of media. The Library fulfills its commitment to the future by providing stimulating materials and programs that encourage its citizens to become lifelong learners.

## DESCRIPTION

The Burbank Public Library is our community's link to literacy, lifelong learning, personal growth, education, and entertainment. To meet the needs of our diverse community, we provide access to a variety of services and information resources.

The Central Library and two branches offer an extensive collection of materials, both print and non-print, Internet access, expert research staff, and supportive services. Through state-of-the art technology and participation in cooperative library systems, the Burbank Public Library is also able to furnish access to additional resources.

The Library fulfills its commitment to the future by providing stimulating materials and programs, which encourage youth to become life-long learners.

To accomplish its mission, the Library operates two divisions: Technical Services and Public Services.

- Technical Services includes Technical Processing (acquisitions, cataloging, processing library materials); Automation Services (Internet access, circulation, database maintenance, on-line public access web-based catalog); Library Website Management, Branch and Administration
- Public Services includes Senior, Adult, Children, Teen Services, Audio Visual Services, Literacy Services, Programming.

## OBJECTIVES

- A website committee has been established and charged with updating the appearance and structure of the Library's website.
- Update Library Services general brochure.
- Continue conducting surveys to determine what new services and materials patrons would like to have in the Library.
- Continue to utilize Library Web 2.0 technology to increase the Library's visibility through blogs, wikis and twitters.
- Explore options for providing the delivery of reference services to meet the emerging expectations of our patrons.
- Meet changing community needs for library services, materials and programs by staying informed with emerging technologies through webinars, listserve subscriptions, podcasts, demonstrations and journals.
- Continue to track the usage of iBistro on-line features.
- Investigate and evaluate RFID (Radio Frequency Identification) possibilities to move from magnetic security to radio frequency identification.

## CHANGES FROM PRIOR YEAR

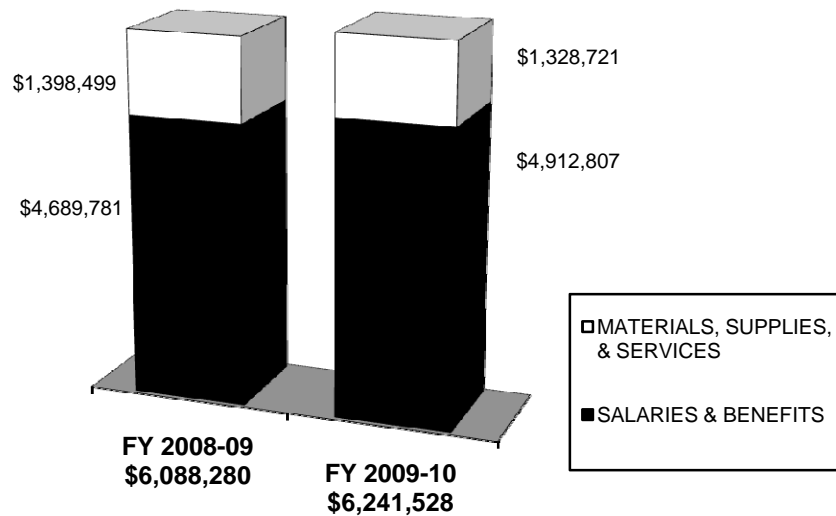
- A reduction and elimination of underused modules in the Library's Sirsi automated system saving \$7,321.
- A reduction of \$9,775 in Library Electronic Resource Materials by not renewing underused databases.
- A reduction of \$64,100 in Library Resource Materials by eliminating subscriptions and purchasing fewer books.
- Freezing 1 full-time Library Assistant position, 1 20-hour Monitor position and 1 20-hour Library Assistant position to save \$113,073.

## DEPARTMENT SUMMARY

	EXPENDITURES 2007-08	BUDGET 2008-09	BUDGET 2009-10	CHANGE FROM PRIOR YEAR
<b>Staff Years</b>	68.698	68.698	66.697	(2.001)
<b>Salaries &amp; Benefits</b>	\$ 4,611,768	\$ 4,689,781	\$ 4,912,807	\$ 223,026
<b>Materials, Supplies, Services</b>	1,518,413	1,398,499	1,328,721	(69,778)
<b>TOTAL</b>	<u>\$ 6,130,181</u>	<u>\$ 6,088,280</u>	<u>\$ 6,241,528</u>	<u>\$ 153,248</u>

# LIBRARY SERVICES

## *Department Summary*




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### 2008-09 WORK PROGRAM HIGHLIGHTS

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- The Library received the Golden Cassette Award from the Braille Institute Library Services to honor our 25 years of uninterrupted service to the visually impaired community.
- The Library presented its third annual BurbankREADS program. In keeping with the City's commitment to achieve urban sustainability and protect the world's ecosystem, the Library selected *Living Like Ed* by Ed Begley, Jr. as its 2009 BurbankREADS book. The Library created 12 new activities for children, teens, and adults, all geared to the entire family "going green." A "green" wiki was also introduced listing green websites and local green businesses. Our kick-off featured a visit from Ed Begley, Jr. with close to 200
- The Library created a new logo for use on all Library publicity, and incorporated it into a new library card design.
- Children's DVDs, Videos and CDs at Central were moved to the Children's Room resulting in a 23 percent increase in the circulation of Children's DVDs and CDs.
- The Library partnered with the Huntington Library in the Big Read, a program funded through a grant from the National Endowment of the Arts. Jack London's *Call of the Wild* was the featured book. The Library presented two new adult programs to accompany this event.
- The Central Library installed banner poles to eliminate the need for street banners which have a long waiting list and are expensive. To date we have featured banners for the Friends' used book sale resulting in increased sales and attendance. Also, the Literacy Department has received increased inquiries and signups since displaying their "Learn to Read" banner.
- Burbank had the highest Summer Reading Club attendance of all surrounding libraries. Over 8000 children and teens attended our programs. The Summer Reading Club is funded solely through the Friends of the Burbank Public Library.
- The Children's Division introduced a new series of creative writing workshops just for kids.

- With Children's staff demonstrating how to use Tumblebooks, a storybook database, at Pajama Times, its usage increased by 137 percent from 860 users to 2036 in one month and continues to grow.
- The Central Library received six and Northwest Branch received four new public access computers from the Bill & Melinda Gates Foundation Computer Upgrade Grant Program.
- This year marks the 25th year anniversary of student exchanges between Burbank's Sister City Committee and Ota, Japan.
- Homework Help services have been expanded to include Grades K - Adult Learners including Advanced Placement and College Intro levels. Also bilingual services have been expanded to 7 days a week, 1pm - 10pm.
- Many new and innovative teen programs were introduced this year such as a vegetarian program, a Valentine's Day card making program and a Goth sock puppet craft program, to name a few.
- The Library was selected for a Digital Display pilot program. Digital monitors were placed in the lobby and at the reference desk at Central Library displaying upcoming Library programs & other City events. It has proven successful as a marketing tool for outreach to the community.
- Teen Services doubled their school visits this year from 43 to 92. They also celebrated Teen Tech Day with 79 teens competing in texting, making jewelry from recycled computer parts and learning about the Library's online databases for grades 6-12. A "how to" brochure, created by teen librarians called "The Procrastinator's Toolkit," was distributed for easy reference to these databases.
- The Library developed a communication tool in Thai, Vietnamese, Russian, Spanish, Farsi/Persian, Korean, Armenian, Chinese, French, Japanese and Tagalog for Back to School nights, Open Houses and community outreach events so we can communicate with non-English speaking people about library services.

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### ***2009-10 WORK PROGRAM GOALS***

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- Enhance the awareness of Library Service throughout the community by promoting Library card use, participating in community events, speaking at community organizations, increasing our use of Channel 6, adding school visits and issuing on-the-spot library cards at special events.
- Meet changing community needs for Library services, materials and programs by conducting various needs assessment of our patrons and tracking circulation patterns of specific library materials.
- Utilize existing and new technologies to improve customer service by updating the appearance and usability of the Library's website, continue tracking the usage of iBistro features and investigating alternate methods of sending out overdue notices.
- Continue to reorganize audio/visual materials at all facilities to achieve a self-serve environment for this division by creating new space for DVDs, relocating and re-labeling certain items, weeding the entire CD collection and creating displays of AV materials.
- Continue to emphasize the international language collection for adults and children by continuing with the We Speak Your Language campaign and increasing the collection in books, the spoken word and DVDs.
- Continue to work with City Officials and infrastructure committees to explore options for a new Central Library.
- Promote the importance of literacy, reading and lifelong learning by monitoring participation in school age book clubs, and developing a new BurbankREADS campaign for 2010.
- Expand services to the senior population by partnering with senior centers to coordinate activities and services such as book clubs, computer training and informative programs.
- Provide a literacy tutor pilot workshop for parents to enable them to teach reading skills to their children at home.
- Continue to promote sustainable living by serving as a clearinghouse for public information from City departments and educate the public on sustainability through programs, special displays specialized materials, website links on the Library's homepage, maintain a "green" wiki with listings of local "green" businesses.
- Collaborate with Journalism and English Depts. of local high schools to encourage inclusion of Burbank Library related services and events for teens in their newspapers. Continue to promote online databases and live homework help tutoring service in schools.
- Recruit volunteers to read to patients/clients at convalescent homes, nursing homes, adult day care, hospices and senior living facilities.

# Technical Services Division

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The Technical Services Division includes Technical Processing, Circulation Services and Automated Services. Technical Services acquires, catalogs and processes all library materials for the library system. These resource materials include recreational reading, print and electronic information sources, CDs and DVD's, books on CDs and periodicals. Over 50,000 new items were cataloged and added to the collection last year. Circulation Services records and discharges circulation transactions, including maintaining patron records. Over 1.3 million items were circulated last year. Automated Services manages internet access, the Library's automated circulation system, the on-line public access catalog and a variety of computer databases. Over 325,000 patrons used our public access internet. Library Services Administration is included in this division. Administration Services provides administrative leadership and clerical support for all technical and public service areas. This division also provides liaison support for the Board of Library Trustees and the Sister City Committee. It administers the auditorium and community room reservations at Central and Buena Vista Branch, schedules proctoring services, manages the Library website and oversees Branch Services.

## OBJECTIVES

- Investigate and evaluate RFID (Radio Frequency Identification) possibilities to move from magnetic security to radio frequency identification.
- Update the appearance and structure of the Library's website.
- Continue to track the usage of iBistro features.
- Investigate alternate methods of sending overdue notices.

## CHANGES FROM PRIOR YEAR

Reduction and elimination of underused modules in our Sirsi automated system reducing our Private Contractual account of \$7,321.

## DIVISION SUMMARY

	EXPENDITURES 2007-08	BUDGET 2008-09	BUDGET 2009-10	CHANGE FROM PRIOR YEAR
Staff Years	21.843	21.843	22.171	0.328
Salaries & Benefits	\$ 1,711,368	\$ 1,660,919	\$ 1,787,034	\$ 126,115
Materials, Supplies, Services	534,857	537,179	537,753	574
<b>TOTAL</b>	<b>\$ 2,246,225</b>	<b>\$ 2,198,098</b>	<b>\$ 2,324,787</b>	<b>\$ 126,689</b>

# Public Services Division

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The Public Services Division includes Senior, Adult, Children and Teen Services, Audio Visual Services, Literacy Services, and Programming. Professional reference librarians at all three Burbank Libraries using traditional, as well as online resources, handle over 250,000 reference questions each year. The 24/7 on-line reference service provides 24-hour access to a reference librarian as well as access to thousands of magazines and articles. Links on our website provide assistance to small businesses while other links answer questions on Medicare or Social Security or other senior issues. Live Homework Help, which provides homework help on-line, has assisted over 4000 students this past year. Public Services includes community-oriented activities and services such as the Home Borrowers' program, volunteer programs, and special interest programs for children, teens, and adults. More than 500 programs are presented each year with over 36,000 patrons attending. Children's programming includes a wide variety of activities for preschoolers through middle grades designed to promote a lifelong love of reading, and the ability to utilize libraries and information sources. Expanded teen programs include reading programs, book clubs, poetry slams, Teen Council, an Anime Festival and book related contests. Computer classes are available for seniors. Literacy Services provides one-on-one tutoring for adults who speak English, but read or write below a sixth grade level. Literacy Services also offers a Ready to Read Literacy program that tutors 4th grade students who are reading below grade level. Participants improve their reading skills by at least one grade level.

## OBJECTIVES

- Continue conducting needs assessment surveys to determine what new services and/or materials patrons would like to have in the Library.
- Continue to utilize Library Web 2.0 technology to increase the Library's visibility (blogs, wikis, twitters).
- Explore options for providing the delivery of reference services to meet the emerging expectations of our patrons.
- Meet changing community needs for library services, materials and programs.
- Update Library Services general brochure.

## CHANGES FROM PRIOR YEAR

A reduction of \$9,775 in Library Electronic Resource Materials by not renewing underused databases.

A reduction of \$64,100 in Library Resource Materials by eliminating subscriptions and purchasing fewer books.

Freezing 1 full-time Library Assistant position, 1 20-hour Monitor position and 1 20-hour Library Assistant position for a salary saving of \$113,073.

Moved 2 Librarian positions to 2 Children's Librarians (no fiscal impact).

Moved 1 Intermediate Clerk position to 1 Library Clerk position (no fiscal impact).

## DIVISION SUMMARY

	EXPENDITURES 2007-08	BUDGET 2008-09	BUDGET 2009-10	CHANGE FROM PRIOR YEAR
<b>Staff Years</b>	46.855	46.855	44.526	(2.329)
<b>Salaries &amp; Benefits</b>	\$ 2,900,400	\$ 3,028,862	\$ 3,125,773	\$ 96,911
<b>Materials, Supplies, Services</b>	983,556	861,320	790,968	(70,352)
<b>TOTAL</b>	<b>\$ 3,883,956</b>	<b>\$ 3,890,182</b>	<b>\$ 3,916,741</b>	<b>\$ 26,559</b>

# Technical Services Division

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		EXPENDITURES FY 2007-08	BUDGET FY 2008-09	BUDGET FY 2009-10	CHANGE FROM PRIOR YEAR
STAFF YEARS		21.843	21.843	22.171	0.328
SALARIES & BENEFITS					
60001	Salaries & Wages	\$ 1,230,324	\$ 1,179,627	\$ 1,262,676	\$ 83,049
60006	Overtime	5,100	126	126	
60012	Fringe Benefits	472,999	476,678	519,744	43,066
60015	Wellness Program Reimb	523			
60022	Car Allowance	2,245	4,488	4,488	
60031	Payroll Adjustment	177			
		<b>1,711,368</b>	<b>1,660,919</b>	<b>1,787,034</b>	<b>126,115</b>
MATERIALS, SUPPLIES, SERVICES					
DISCRETIONARY					
62170	Private Contractual Services	\$ 86,150	\$ 78,890	\$ 71,569	\$ (7,321)
62300	Special Departmental Supplies	27,407	26,045	26,045	
62305	Reimbursable Materials	1,312	1,325	1,325	
62310	Office Supplies	998	1,488	1,488	
62440	Office Equip Maint & Repairs	666	523	523	
62455	Equipment Rentals	1,884	1,972	1,972	
62460	Library Programming	903	1,000	1,000	
62625	Literacy Services	65,543	38,873	37,063	(1,810)
62690	Sister City Committee	11,144	12,000	12,000	
62755	Training	530	530	530	
62895	Miscellaneous	248	400	400	
62970.1000	Holding - PLF		42,246	36,782	(5,464)
NON-DISCRETIONARY					
62000	Utilities	64,400	58,067	58,067	
62220	Insurance	122,530	122,530	133,607	11,077
62470	F533 Office Equip Rentals	11,765			
62475	F532 Vehicle Equip Rentals	6,120	6,556	5,658	(898)
62485	F535 Comm Equip Rentals	46,926	46,797	44,350	(2,447)
62496	F537 Computer Equip Rentals	86,331	97,937	105,374	7,437
		<b>534,857</b>	<b>537,179</b>	<b>537,753</b>	<b>574</b>
<b>PROGRAM TOTAL</b>		<b>\$ 2,246,225</b>	<b>\$ 2,198,098</b>	<b>\$ 2,324,787</b>	<b>\$ 126,689</b>

# Public Services Division

001LB02A

		EXPENDITURES FY 2007-08	BUDGET FY 2008-09	BUDGET FY 2009-10	CHANGE FROM PRIOR YEAR
STAFF YEARS		46.855	46.855	44.526	(2.329)
SALARIES & BENEFITS					
60001	Salaries & Wages	\$ 2,116,944	\$ 2,223,986	\$ 2,242,216	\$ 18,230
60006	Overtime	11,318	6,165	6,165	
60012	Fringe Benefits	766,799	798,711	877,392	78,681
60015	Wellnes Progam Reimburs	664			
60022	Car Allowance	2,246			
60031	Payroll Adjustment	2,429			
		<b>2,900,400</b>	<b>3,028,862</b>	<b>3,125,773</b>	<b>96,911</b>
MATERIALS, SUPPLIES, SERVICES					
DISCRETIONARY					
62170	Private Contractual Services	\$ 9,568	\$ 10,100	\$ 10,100	
62300	Special Departmental Supplies	12,996	10,743	10,743	
62310	Office Supplies	9,871	8,815	8,815	
62425	Library Resource Materials	405,453	381,747	317,647	(64,100)
62425.1001	Resource Materials - Electronic	61,976	25,000	15,225	(9,775)
62425.1002	Technology Resources	41,422	35,000	35,000	
62425.1003	Audio Visual Resources	85,377	75,000	75,000	
62435	General Equip Maint & Repairs	110	155	155	
62440	Office Equip Maint & Repairs	10,601	11,000	11,000	
62460	Library Programming	50			
62700	Memberships & Dues	200	200	200	
62710	Travel	1,486	1,000	1,000	
62755	Training	323	505	505	
62895	Miscellaneous	432	500	500	
NON-DISCRETIONARY					
62000	Utilities	200,797	186,826	186,826	
62441.1000	Print Shop	27,745			
62470	F533 Office Equip Rentals	996			
62496	F537 Computer Equip Rentals	114,153	114,729	118,252	3,523
		<b>983,556</b>	<b>861,320</b>	<b>790,968</b>	<b>(70,352)</b>
<b>PROGRAM TOTAL</b>		<b>\$ 3,883,956</b>	<b>\$ 3,890,182</b>	<b>\$ 3,916,741</b>	<b>\$ 26,559</b>

# **LIBRARY SERVICES**

## **AUTHORIZED POSITIONS**

CLASSIFICATION TITLES Full Time	STAFF YEARS 2007-08	STAFF YEARS 2008-09	STAFF YEARS 2009-10	CHANGE FROM PRIOR YEAR
LIBRARY SERV DIR	1.000	1.000	1.000	
ASST LIBRARY SERV DIRECTOR	1.000	1.000	1.000	
LITERACY COORDINATOR	1.000	1.000	1.000	
SUPVG LIBRARIAN	4.000	5.000	5.000	
SR ADMINISTRATIVE ANALYST	1.000	1.000	1.000	
EXECUTIVE ASSISTANT	1.000	1.000	1.000	
SR LIBRARIAN	2.000	1.000	1.000	
CHILDRENS' LIBRARIAN	1.000	2.000	4.000	2.000
LIBRARIAN	12.000	11.000	9.000	-2.000
LIBRARY ASSISTANT	11.000	11.000	10.000	-1.000
SR CLERK	1.000	1.000	1.000	
LITERACY CLERK	1.000	1.000	1.000	
INTERMEDIATE CLERK	2.000	2.000	1.000	-1.000
LIBRARY CLERK	10.000	10.000	11.000	1.000
<b>TOTAL FULL TIME</b>	<b>49.000</b>	<b>49.000</b>	<b>48.000</b>	<b>-1.000</b>
Part Time	*	*	*	
SR LIBRARIAN	0.113 (1)	0.113 (1)	0.113 (1)	
CHILDREN'S LIBRARIAN	0.600 (1)			
LIBRARIAN	3.020 (9)	3.620 (9)	3.620 (10)	
LIBRARY ASSISTANT	0.500 (1)	0.500 (1)	0.000 (1)	-0.500
MESSENGER BILL DELVR	0.375 (1)	0.375 (1)	0.375 (1)	
LIBRARY CLERK	6.392 (15)	6.392 (15)	6.392 (15)	
LIBRARY MONITOR	1.100 (3)	1.100 (3)	0.600 (3)	-0.500
LIBRARY PAGE	7.598 (18)	7.598 (18)	7.598 (18)	
<b>TOTAL PART TIME</b>	<b>19.698 (49)</b>	<b>19.698 (48)</b>	<b>18.698 (49)</b>	<b>-1.000</b>
	*	*	*	
<b>TOTAL STAFF YEARS</b>	<b>68.698 (98)</b>	<b>68.698 (97)</b>	<b>66.698 (97)</b>	<b>-2.000</b>

\* INDICATES THE NUMBER OF PERSONNEL CORRESPONDING TO THE GIVEN NUMBER OF STAFF YEARS